

## ABSTRACT OF THE DISCLOSURE

A liquid crystal display device includes a liquid crystal display panel, a row electrode drive circuit (scanning signal line drive circuit), a column electrode drive circuit (source signal line drive circuit), a power supply circuit, a common electrode drive circuit, and a memory (storage means). The memory stores the respective optimum applied voltages for the source electrode corresponding to display modes of the liquid crystal display device, a reflective mode and a transmissive mode. With the above arrangement, in the case where the display mode is switched among a plurality of display modes, the above active matrix display device can reset an optimum applied voltage for a common electrode or a source electrode in accordance with each of the display modes to suppress the occurrence of flickers, thus allowing the display device to maintain a high quality of display all the time.